

**Christopher Hansen**

One Market Street  
Steuart Tower  
Suite 2625  
San Francisco, CA 94105

May 15, 2012

The Honorable Michael McGinn  
Mayor  
City of Seattle  
600 4th Avenue, 7th Floor  
Seattle, WA 98124-4749]

**Dear Mayor McGinn:**

As you know, our project team has conducted a preliminary study on the state of KeyArena over the course of the last few months. Global Spectrum, a national leader in venue management, participated in that study and has subsequently continued to counsel our team on possible long term options for repurposing KeyArena. Based on their recommendations, we would like to present the following ideas for discussion related to our participation in on-going operations at the arena.

The first or base-case scenario describes what we propose to do to make the arena viable for two years of NBA and NHL play. It entails several areas of repair and renewal to be performed by ArenaCo in conjunction with the new arena project. Much of the work to be done will be lasting upgrades to the KeyArena, while other work will be non-fixed or temporary in nature and be moved to the new arena when the teams move. In this “base-case” scenario, the post-tenancy KeyArena will benefit from significant upgrades, though minimal work will be performed after the teams depart. In the long term, the building will continue to operate as a small arena, hosting events whose attendance profile do not warrant being held in the new arena or which cannot be scheduled in the new arena due to conflicts.

The second scenario contemplates a slightly more dramatic repurposing into a theater-style venue, while the third scenario entails a significant renovation into an exhibition center. Both of these options will require additional investment beyond what is necessary for temporary housing of the NBA and NHL teams. As we have expressed previously, we are willing to participate in the financing of the repurposing work and/or in the long term operations of the facility, to the extent our participation can improve the overall economics of KeyArena for the City. We only ask that our participation be structured in a manner that does not affect the economics of our development or operations of the new arena.

**Base Case: Continued Operation as a Small Arena**

Prior to the beginning of our first season in the building, ArenaCo will install numerous physical repairs and replacements which will never leave KeyArena.

Base Case Improvements
1. Refinish of team and official locker rooms and other key BOH areas.
2. Reconfiguration of event level space to create NHL and NBA team suites, with modern amenities and infrastructure.
3. Upgrade data and audio/visual backbones to bring the building to more modern standards.
4. Add a semi-permanent event level club.

5. Refinish a portion of lower bowl seats.
6. Renovate three lower level concessions concourses.
7. Remodel existing Champions Club.
8. Reconfigure sports lighting to NHL standards
9. Add camera locations consistent with modern league standards
10. Create NHL replay review room
11. Refurbish ice making equipment.
12. Refurbish retractable seating sections.
13. POS fixed-position upgrades
14. Refurbish fixed kitchen equipment
15. Upgrade fixed bowl signage program
16. Required life safety improvements

In addition, we will early-purchase many FF&E items for the new arena and utilize them during this time at KeyArena. These items will allow us to present a more modern fan experience without performing capital renovations to KeyArena. Possible candidates for early-purchase are:

Base Case Early-Purchased Items	
1. Portable food and beverage carts	
2. Video Boards	
3. Televisions	
4. Small concessions equipment	
5. Point of Sale equipment	
6. Premium Area Furniture	

### **Scenario 2: Theater Venue**

After the teams leave for the new arena, 4-6 months of improvements at KeyArena would be undertaken to revamp KeyArena into a smaller venue with a focus on theater events.

Scenario 2 Improvements	
1. Dramatically reducing the size of the arena by permanently closing a large portion of the existing seating bowl to achieve a capacity of approximately 6,000 seats.	
2. Installing permanent staging on the existing arena floor, facing the retained end of the seating bowl.	
3. Sealing off the seating bowl on the stage end and installing sound enhancement features to support new configuration.	
4. Installing improved lighting, sound, sound attenuation and A/V systems to support the new event profile.	
5. Demolishing significant amounts of the enclosing walls and structures on the stage-end concourse with the aim of opening up those spaces as much as possible. These improvements will endeavor to create areas for private sector development that will open toward the outside and complement existing offerings at Seattle Center.	

Costs to accomplish scenario two would be significant—several times higher than the base case budget, even if only building a bare shell for new development within the old building footprint.

### **Scenario 3: Exhibition Space**

After the teams leave for the new arena, 6-9 months of construction would be needed to overhaul the event level into an open exhibition space and to add an elevated second floor at or near grade, creating a two-level exhibition center.

Events which could be held in such a building include: consumer shows, large conferences and trade exhibitions. The space should also be used for community-oriented events, especially those with an outdoor component.

We have not endeavored to estimate costs for this option, due to the complexity nature of the proposal. But we believe costs will be considerably higher than the second option because of the major overhaul of floorspace.

### **Notes to Scenarios:**

We recommend that market demand study be undertaken before seriously considering option two or three.

If a pure theater configuration or an exhibition space is desired, it would not be possible to continue playing Seattle U or Storm games in KeyArena.

We are eager to work with you and the City to find the best long term solution for KeyArena. Please contact us if you have any specific questions about the concepts we have outlined in this letter.

Cordially,

A handwritten signature in black ink, consisting of a stylized 'A' followed by a long horizontal line.

**Christopher R. Hansen**

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Philadelphia, PA 19148  
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www.global-spectrum.com

May 3, 2012

Mr. Chris Hansen  
Valiant Capital Partners  
One Market Street Steuart Tower, Suite 2625  
San Francisco, CA 94105

Dear Chris,

Global Spectrum has completed preliminary research on existing facilities within the greater Seattle market. A copy of this report has been submitted under separate cover. Our research shows that Seattle is mature market with a wide variety of venues serving the needs of the community.

We have identified a few of opportunities for the re-purpose of Key Arena after the opening of the New Seattle Arena, which should be explored in greater detail. Each option would involve some investment to improve the facility for the new use. With any option, it is imperative that the Owner of the New Arena also be in control of the booking of the re-purposed Key Arena. This is required to eliminate any conflicts over dates or reduction in rental fees.

Because of the number of existing venues, we would recommend that before any final decision is made on the re-purpose of Key Arena that a detailed study be done to evaluate all options. This study is needed to determine which is the best viable plan that will add to the quality of life in the Seattle market and provide the best opportunity for financial success.

Option 1 would be to reinvent the Key Arena as a large theater around a capacity of 6,000 seats, similar to a House of Blues Concept. The main use of this facility would be for concerts and theatrical events that are typically too small to play a large arena, but also too big to play the small theaters in town. Because of the reduced venue size, additional development at the Key Arena could include other entertainment, restaurant, and retail outlets creating additional revenue opportunities.

Options 2 would be to retrofit key Arena into an Exhibition or Conference Center that could support the activities around the Seattle Center and its attractions. This venue could focus on community exhibitions, consumer shows, and conferences. The study may include adding a new floor level over top of the existing arena floor at the same level of the main concourse, which would create two floor plates and possible two spaces within the key arena that would be available for rentals.

Option 3 would be to re-invent Key Arena as a smaller arena used to host events that may not be able to play the New Arena because of schedule conflicts and higher costs. Available dates for minor events will be at a premium if the New Arena has both an NHL Hockey and NBA Basketball tenant. This re-purposed smaller venue could be used to host Seattle University basketball, Seattle Storm, and some ethnic and urban events, and possibly some family shows, but further research is needed to see if the market could support this additional arena venue.

Please feel free to contact me if you have any questions, or oif you require any additional information.

Sincerely,



Michael Ahearn  
V.P. Operations

# Seattle Washington Sport & Entertainment Venues

## Arenas

### Comcast Arena at Everett

2000 Hewitt Avenue  
Suite 200  
Everett, WA 98201

Distance to Key Arena: 28.3 miles

The Comcast Arena at Everett, recipient of the International Association of Venue Manager's (IAVM) prestigious Venue Excellence Award 2010, was developed by the Everett Public Facilities District. The 10,000-seat venue hosts a myriad of events including concerts, ice skating and family shows. A few events that have showcased at Comcast Arena at Everett include Ringling Brothers Circus, motocross, and family shows such as Disney on Ice, Harlem Globetrotters, Sesame Street Live and a myriad of others. The venue served as the host for 2008 Skate America, a three-day ice-skating championship featuring world class skaters. The events were both nationally and internationally televised on NBC. It was the first event of six in the 2008-2009 ISU Grand Prix of Figure Skating, a senior-level international invitational competition. This was Skate America's largest attendance ever recorded in its history.

The facility is also home to the Everett Silvertips, a Western Hockey League franchise, the National Lacrosse League Champions, the Washington Stealth, the northwest's only banked-track roller derby, Tilted Thunder Roller Derby, and the Indoor Football League's Everett Raptors. The venue accommodates other sporting events such as basketball, volleyball and international skating competitions.

The Comcast Community Ice Rink is used for public skating, hockey leagues, figure skating and much more. The two ice sheets can be converted to form a 57,000 square foot space to host trade shows and special events. The three-story Edward D. Hansen Conference Center includes three 900 square foot executive meeting rooms, and an 11,000 square foot ballroom, which can be arranged in a number of different configurations.

#### Size:

- Capacity: 10,000 seats

#### Cost:

- \$83.3 million

#### Tenants:

- Everett Silvertips (WHL)
- Washington Stealth (NLL)
- Tilted Thunder Roller Derby
- Everett Raptors (IFL)



## ShoWare Center

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625 West James Street  
Kent, WA 98032

Distance to Key Arena: 22.3 miles

The ShoWare Center is a 6,500-seat, 154,400-square-foot multi-purpose arena in Kent, Washington, United States, the construction of which was completed on January 2, 2009.



In November 2008 the Kent City Council announced that the city had sold the naming rights to the Fresno, California-based VisionOne, Inc., an e-business software developer which in turn named the arena after ShoWare, its flagship box office operations program.

The design architect is LMN Architects of Seattle, in association with PBK Architects of Vancouver, BC.

Located in Kent, Washington, ShoWare Center is less than 18 miles from Seattle, Bellevue and Tacoma. Easy access to major freeways and convenient parking that is always free put the venue in a class by itself.

ShoWare Center is North America's first sports & entertainment arena to achieve GOLD certification from Leadership in Energy & Environmental Design by the US Green Building Council. Because of its intimate design and flexible scale, ShoWare Center is the ideal venue for wide array of events including concerts, family shows, professional and exhibition sports, trade shows, community gatherings and more.

### Size:

- Approximately 150,000 sq. ft.
- Capacity: 2,500 – 7,300
- 20 Suites

### Tenants:

- Seattle Thunderbirds (WHL)

### Recent Show History:

- Unforgettable Moments of Love on Ice: Kenny G., Gladys Knight
- Gigantour/Megadeth
- Kelly Clarkson

### Management:

- SMG

## Tacoma Dome

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2727 East D Street  
Tacoma, WA 98421  
Phone 253.272.3663  
Fax 253.593.7620



Distance to Key Arena: 34.9 miles

The Tacoma Dome is one of the largest wood domed structures in the world. It is owned and operated by the City of Tacoma's Public Assembly Facilities Department. Flexibility is the key to the success of the Tacoma Dome. With numerous seating configurations available – 65% of the seating is moveable – almost any event is possible. Unique seating configurations ranging from 5,000 to 23,000 combined with a sound reverberation of 2.5 seconds make the Tacoma Dome the Preferred Concert Venue of the Pacific Northwest.

Ground breaking for the facility took place on July 1, 1981. The building was constructed in less than two years and officially opened on April 21, 1983. The Tacoma Dome hosted its first major concert on August 11, 1983 with David Bowie.

The Tacoma Dome's roof was built with 1.6 million board feet and weighs 1,444,000 pounds. 24,541,382 cubic feet of concrete was used in the construction of the Tacoma Dome. This is enough to build a sidewalk 70 miles long. The Tacoma Dome is 530 feet in diameter and 152 feet tall.

The Tacoma Dome hosted the 1990 Goodwill Games, the NCAA Women's Basketball Final Four in 1988 & 1989 and the 1987 United States Figure Skating Championships.

### Size:

- Capacity: 22,500

### Former Tenants:

- Tacoma Stars Soccer (1984-1992)
- Tacoma Express Football (1990)
- Tacoma Rockets Hockey (1991-1995)
- Seattle Sounders Soccer (1994)
- Seattle Sonics Basketball (1994-1995)
- Tacoma Sabercats Hockey (1997-2002)

### Other Interesting Facts:

- The fastest concert sellout in the venue's history was AC/DC in 2008 in 35 minutes.
- The fastest non-concert sellout was the May 2000 presentation of WWF Smackdown in 27 minutes.
- The top grossing event was Walking With Dinosaurs - The Live Experience with over \$2.34 million in gross receipt in 2007.
- The largest general admission concerts were The Police, Scorpions and Motley Crue, each show attracting 30,000 fans.
- The largest reserved seat concert was Bruce Springsteen, with over 23,000 fans in attendance on April 4, 2000.

## University of Puget Sound Memorial Fieldhouse

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University of Puget Sound  
3326 North 11th Street  
Tacoma, Washington

Distance to Key Arena: 38.8 miles

After World War II, construction commenced on a new fieldhouse that would not only meet the college's needs but be a civic auditorium for the City of Tacoma as well. The new fieldhouse was opened as a memorial to the 138 men, alumni and other College of Puget Sound members who lost their lives in World War II.

In 1995 additions and improvements to the fieldhouse warranted a name change and the Memorial Fieldhouse - Pamplin Sports Center was born. It is a multi-use facility which houses basketball, volleyball, badminton, and pickle ball courts. The complex offers a fitness center which houses outstanding exercise equipment and space for the serious as well as recreational fitness enthusiast. A large Olympic weight room, Cybex Strength System, and a variety of aerobic exercise machines are available on the ground level. The upstairs has a large aerobic exercise and dance studio.

In fall of 2008, the interior of the gym was renovated to expose the original support beams and in the summer of 2009, the front entry way to the building was renovated.

Among the top home court advantages in the country, the Logger Volleyball and Basketball teams proudly make Memorial Fieldhouse their home during the fall and winter sports seasons.

### Size:

- Capacity: 3,400





## Theaters/Performing Arts Centers

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### 5<sup>th</sup> Avenue Theatre

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308 5th Avenue  
Seattle, WA 98101  
Phone: 206.625.1900

Distance to Key Arena: 3.3 miles

The 5th Avenue Theatre (often referred to as 5th Avenue or the 5th) is a landmark theater building located in Seattle, Washington, USA. It has hosted a variety of theatre productions and motion pictures since it opened in 1926. The building and land is owned by the University of Washington and was once part of the original campus. It is operated as a venue for nationally touring Broadway and original shows by the non-profit 5th Avenue Theatre Association. The theatre, located at 1308 Fifth Avenue in the historic Skinner Building, has been listed on the U.S. National Register of Historic Places since 1978.

The 2,130 seat theatre is the resident home to the 5th Avenue Musical Theatre Company, and employs over 600 actors, musicians, directors, choreographers, designers, technicians, stage hands, box office staff, and administrators, making it the largest theatre employer in the Puget Sound region. A non-profit, the theatre company is supported by individual and corporate donations, government sources, and box office ticket sales.

Currently, the 5th's subscriber season programming includes 6 to 7 shows per year, a mix of locally produced revivals of musical theatre classics, and premieres of bound-for-Broadway shows, and national touring musicals. The 5th Avenue Theatre has established a tradition of being a "testing ground" for new musicals before they make their debut on Broadway, launching hits such as Jekyll & Hyde, Hairspray, and The Wedding Singer. The theatre also hosts a variety of special events, and offers a number of education and outreach programs to school-age children and adults reaching over 61,000 students, professional performers, and audiences each year.

#### Size:

- Capacity: 2,100 seats



## King Cat Theater

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2130 6th Avenue  
Seattle, WA 98121  
Phone: 206.448.2829

Distance to Key Arena: 1.7 miles

The King Cat Theater opened in downtown Seattle in 1974 as the King Cinema. Built by the Walter Reade circuit, the name reflects King County as well as local King Broadcasting Co. which was owned at the time by the Bullitt family. The King's auditorium is a cozy room with stadium seating. A massive golden-tan curved drapery glides open to reveal a big movie screen. The King Cat Theater was in the local movie spotlight in 1977 for movies and for years has been a venue for concerts and artists like Nirvana and Pearl Jam.

The King Cat Theater is now run by Jhankar Production and once again is open to host various shows.

Our goal is to indulge our patrons' passion for music and theatre. We will infuse the local scene with music and theatre from around the world. We provide the venue and ambiance to support our local, national and international music and theatre scene. We aim to support the community by providing a lush lounge for those small to local jazz artists, singers, and acoustic bands. King Cat will also show movies from the classics, foreign films and host film festivals.

### Size:

- Capacity: 1,500

### Recent Show History:

- Bruce Cockburn
- Soul Asylum
- "Boom Festival"
- Fifth Angel
- "Summer Slaughter Tour"
- AC Slater
- Reel Big Fish
- Mustard Pimp
- NOFX
- The Violet Lights



## Marion Oliver McCaw Hall

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321 Mercer Street  
Seattle, WA 98109

Distance to Key Arena: Less than 1 mile

Marion Oliver McCaw Hall at Seattle Center is the region's premier performance venue. McCaw Hall opened in June 2003 as a \$127 million renovation of the Seattle Opera House, made possible by a partnership between the Hall's two world-class resident performing arts tenants, Pacific Northwest Ballet and Seattle Opera, Seattle Center and the Seattle Center Foundation. This partnership secured \$55 million in public funds and over \$72 million in private philanthropic gifts to make the Hall a reality. The Hall is owned by the City of Seattle and operated by Seattle Center, in accordance with a unique 25-year Operating Agreement with its resident tenants, which provides them with on-going oversight and shared responsibility for its operations and budget.

McCaw Hall includes the state-of-the-art 2,900-seat Susan Brotman Auditorium, the 380-seat Nesholm Family Lecture Hall, Prelude Café, elegant lobbies fronted by a luminous five-story serpentine glass wall, two beautiful donor/special function rooms, and a 17,800-square-foot public plaza (the Kreielsheimer Promenade) that serves as an entry into McCaw Hall and the Seattle Center campus. Designed by local architectural firm LMN, the Hall's design emphasizes elegance balanced with flexibility and functionality. Its open, airy lobbies strive to minimize the separation between exterior and interior, inviting the community to view and join the anticipation of audiences prior to a performance. As well, the Hall incorporates a number of environmentally sustainable design features which minimize its use of resources, waste generation and carbon footprint.

Each year the Ballet and Opera present approximately 150 performances in McCaw Hall. In addition, the Hall hosts two productions of the Seattle Men's Chorus annually, as well as a wide range of popular music concerts, lectures, corporate meetings, receptions, weddings, festival performances, and community and non-profit events.

### Size:

- Capacity: 2,900 seats



## Meany Hall for the Performing Arts

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University of Washington  
Seattle, WA 98195-1150  
Phone: 206-543-4882



Considered one of the region's premier performance facilities, Meany Hall for the Performing Arts is beloved by artists and audience members alike for its outstanding acoustics and intimate ambiance. Individual performance venues include the 1,206 seat proscenium Meany Theater, and the 238 seat Meany Studio Theatre.

From its earliest beginnings, Meany Hall has symbolized the Northwest's dedication to community education, culture, and the arts. Its stages host international performers through the UW World Series, as well as performers from the School of Drama, School of Music, Dance Program, and the Center for Digital Arts & Experimental Media. Its interior spaces are adorned with the work of Northwest artists. In addition, Meany Hall is available for rental opportunities to on-campus groups and community organizations.

Today, Meany Hall remains dedicated to its mission: to provide a supportive environment for the presentation of engaging and diverse performing arts programs. Come explore what the world has to offer, from across the globe to your own backyard. Welcome to Meany Hall for the Performing Arts.

### Location:

- University of Washington's Campus

### Size:

- Capacity: 1,206 (Meany Theater)
- Capacity: 238 (Meany Studio Theatre)

### Upcoming Events:

- Chunky Move
- Emerson String Quartet
- Craig Sheppard
- Bailadores de Bronce's 40<sup>th</sup>

## Moore Theatre

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1932 2nd Avenue  
Seattle, WA 98101

Distance to Key Arena: 1.4 miles

The Moore Theatre in Seattle, Washington, U.S.A. is a 1,419-seat performing arts venue located at the corner of 2nd Avenue and Virginia Street, two blocks from Pike Place Market in downtown Seattle. It is the oldest still-active theater in Seattle. The Moore hosts a mix of theatrical productions, musical concerts of many varieties, and lectures. It is currently operated by the Seattle Theatre Group, which also runs the 2,803-seat Paramount Theatre and the Neptune Theater.



In the last twenty years the Moore has defined itself as a venue for both local community events, such as lectures, beauty pageants, and local dance or musical groups, and as a home for more "alternative" touring musicians and theatre. Virtually every musical genre, from the most hard-core punk to flashy funk, has had a place on the Moore stage in recent years.

### Size:

- Capacity: 1,400

### Recent Show History:

- TAO: The Martial Art of Drumming
- "Whose Live Anyway"
- Jim Jeffries
- Adam Carolla
- Paula Poundstone
- Needtobreathe
- Paul Mooney
- Zakir Hussain
- Young the Giant
- Explosions in the Sky

### Seattle Theatre Group:

We believe:

- Historic theatres should be saved, maintained, and kept alive and vibrant.
- Our organization is uniquely positioned to be catalysts for community relationships and alliances.
- Our passion for diverse performing arts and our audiences is a necessary fuel for our work.

Seattle Theatre Group is the 501(c)3 non-profit arts organization that operates the historic Paramount, Moore and Neptune Theatres in Seattle, Washington.

Our mission is to make diverse performing arts and education an integral part of our region's rich cultural identity while keeping these three landmark venues alive and vibrant.

We present more than 400 shows annually, most taking place at The Paramount, The Moore and The Neptune historic theatres. Stewardship of our theatres is a primary concern and keeps us focused on making these venues accessible to artists and audiences. STG also presents in other venues throughout the Puget Sound region and occasionally in Portland, Oregon. These shows provide us with the opportunity to present artists at intimate venues and cultivate new and diverse audiences.

A multitude of artists and performers, partner organizations, donors and foundations, volunteers, and most of all – our patrons, make it possible for us to fulfill our mission.

The spirit of living a cultured life is a central lifestyle norm that is present in our region and enjoyed by residents and visitors alike. We share that spirit through our work and our vision to enrich, inspire, challenge and expand our world through the arts.

## Pantages Theater

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901 Broadway  
Tacoma, WA 98402  
(253) 591-5894

Distance to Key Arena: 35.4 miles

The Pantages Theater in Tacoma is Tacoma's oldest theater. Situated in the heart of Tacoma's Theater District in downtown, this theater hosts everything from local entertainment to world-class performers.

The history of the Pantages goes back over 100 years. The site where the theater is today has been the site of a saloon and Tacoma's first department store, but in 1908 the land was purchased, structures there were knocked down, and the Pantages began to take shape. It was finally completed and opened to the public in 1918.

The theater changed names over the years—also called The Orpheum and The Roxy—but was changed back to its original name in the 1980s. Tacoma's Pantages is just one of several in a chain of Pantages theaters around the country, including the much more famous Pantages in Los Angeles. These were all built by Alexander Pantages to be Vaudeville theaters throughout the early 1900s. It is the oldest of the chain still in operation.

The Pantages hosts a number of shows throughout the year. These include plays, musical performances, and often comedians or other headliners. In the holiday season, "The Nutcracker" is usually on here.

### Size:

- Capacity: 1,150

### Recent Show History:

- Peter Frampton
- Joan Rivers
- The Musical Box
- Wanda Sykes



## Paramount Theatre

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911 Pine St.  
Seattle, WA 98101  
Phone: 206.467.5510

Distance to Key Arena: 2 miles

The Paramount Theatre in Seattle, Washington is a 2,807-seat performing arts venue at 9th Avenue and Pine Street in Downtown Seattle in the United States of America. The theater originally opened March 1, 1928 as the Seattle Theatre with 3,000 seats, the theater was placed on the National Register of Historic Places on October 9, 1974. It is also an official City of Seattle landmark.

The theatre was designed by the Chicago-based firm of Rapp & Rapp, with Seattle architect B. Marcus Priteca collaborating. It was renamed the Paramount in the 1940s.

The Paramount was built expressly for showing film and secondarily, vaudeville. As of 2009, the Paramount is currently operated as a performing arts venue, serving a diverse patron base that attends Broadway theatre, concerts, dance, comedy, family engagements, silent film and jazz. It is considered to be one of the busiest theatres in the region.

It is currently owned and operated by the Seattle Theatre Group, a 501(c)(3) not-for-profit performing arts organization, which also runs the 1,419-seat Moore Theatre in Belltown and the Neptune Theater in the University District.

For 77 years, Washington residents and visitors have been entertained at Seattle's magnificent Paramount Theatre. Millions have delighted in The Theatre's architectural majesty, viewed countless films, and enjoyed thousands of performers from all corners of the globe.

### Size:

- Capacity: 2,800

### Recent Show History:

- Anthony Bourdain
- The Fray
- Steve Aoki
- Flogging Molly
- Kevin Hart
- Five Finger Death Punch
- Rodrigo y Gabriela
- Andrew Bird
- Miike Snow

### Management:

- Seattle Theatre Group



## WaMu Theater

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800 Occidental Ave. S.  
Seattle, WA 98134

Distance to Key Arena: 2.4 miles

One of the most flexible indoor performance spaces in the United States, WaMu Theater is among first of its kind. The WaMu Theater showcases custom-designed sound, lighting and other technological features as well as an array of guest-friendly amenities. The theater was designed to accommodate a wide range of events, from stage productions, including pop, rock, country, comedy, variety, family shows to trade shows and commercial events.

The WaMu Theater is an acoustically treated concert hall and an adjoining lobby situated inside the CenturyLink Field Event Center. Switching between the WaMu Theater configuration and the open convention space is a marvel of flexibility that no other convention hall can claim. The WaMu Theater's unique design and versatility can also accommodate corporate events, seminars, television productions, special events, and other hospitality-related functions in record changeover times.

### Capacity:

- 7,000

### Management:

AEG & First & Goal Inc.

AEG Live, one of the world's largest live entertainment companies, and Seattle-based First & Goal Inc. ("FGI") have formed a partnership to create WaMu Theater - a unique, multi-purpose theater and corporate events facility within Seattle's Qwest Field Event Center.





## CenturyLink Field

800 Occidental Ave S. Ste 100  
Seattle, WA 98134  
Phone: (206) 381-7555

Distance to Key Arena: 2.4 miles

In 1996, Paul G. Allen obtained an option to purchase the Seattle Seahawks and launched a campaign to win public support for a new world-class football/ soccer stadium and exhibition center. Six years later, the dream became reality as the Seahawks opened the 2002 preseason against the Indianapolis Colts in new Seahawks Stadium, renamed Qwest Field on June 2, 2004. After seven seasons, the field was renamed CenturyLink Field on June 23, 2011. The facility, built atop of the site of the Kingdome, is not only home to the Seahawks, but the stadium accommodates many levels of soccer competition, including Major League Soccer, amateur, international, World Cup and collegiate soccer.



CenturyLink Field is designed with a 67,000 seat capacity, with 5,000 additional seats available for special events, and 1,400 seats for fans with disabilities. With a roof covering 70 percent of the seating area, fans will enjoy wide, comfortable seats with sideline seating a mere 52 feet from the playing field and end-zone seats just 40 feet from the action. The facility also features a dozen elevators and expansive concourses with an ample provision of concessions stands and restrooms.

In addition to having perfect views of the field and surrounding areas, fans experience elements of diversity and culture in part of the Stadium Art Program. In 1998, a request for qualifications yielded a total of 254 responses from around the United States and Canada. After reviewing the full range of submissions, 12 artists and projects were selected. Today, the stadium includes nearly \$2 million worth of art.

### Size:

- 67,000 fixed seats – can be expanded to 72,000
- 82 Suites
- 63 restrooms (799 toilets/364 urinals) – twice as many as the Kingdome
- 1,400 seats for people with disabilities and their companions – compared to 70 at the Kingdome
- 10,000 cubic yards of concrete – equal to a 3' sidewalk from Seattle to Boise, ID
- 3,756 miles of cable – could reach from Seattle to just beyond the Panama Canal
- Over 800 televisions
- 12 elevators — compared to three at the Kingdome
- 50 Concession stands/47 Beer Concessions – twice as many per person as the Kingdome
- The roof is 760 feet long – the same as three Boeing 747's parked end-to-end
- The roof is 210,000 square feet – enough to cover 3.5 football fields
- There is a 2,000 car garage – part of 6,500 spaces near CenturyLink Field

### Tenant:

- Seattle Seahawks (NFL)

### Construction:

- The FieldTurf production used more than 35,000 recycled ground-up tennis shoes and 30,000 recycled ground up tires
- The roof contains 5,700 tons of steel – equal to 35 Statues of Liberty or 1,000 Orca whales
- 100% of the concrete from the Kingdome was processed and recycled (50% built into CenturyLink Field)
- Wide concourses offer outstanding views of the Seattle skyline, Safeco Field, the Cascades and Mt. Rainier, Puget Sound and the Olympic Mountains

**Funding:**

The \$430 million facility is owned by the public and was funded by a private-public partnership. Private contributions totaled at least \$130 million, while the public contributed up to \$300 million through a lottery and a variety of taxes generated by events in the stadium/exhibition center. A breakdown of the funding package includes:

- \$130 million private investment led by Paul Allen
- \$127 million from new, sports related games, similar to the Mariners' baseball-themed scratch games
- \$101 million in sales taxes collected in King County attributable to events in the stadium/event center
- \$56 million from facility admission and parking taxes
- \$15 million from extending King County's share of the existing hotel-motel tax
- \$1 million per year of in-kind advertising for the new lottery games will be provided by Paul Allen
- All excess stadium revenues will fund youth athletic facilities throughout Washington State in addition to a \$10 million contribution from Paul Allen
- \$14 million of the public contribution will come from interest earned on the \$50 million private contribution from Paul Allen
- Paul Allen agreed to pay for any construction cost overruns
- As an added measure, the debt on the Kingdome was retired, freeing property taxes for other purposes

**First & Goal Inc.**

In June of 1997, Washington State voters approved a funding package to build a new football/soccer stadium and exhibition center. With that, Paul G. Allen and Football Northwest created First & Goal Inc., an entity that represented the interests of CenturyLink Field in the construction of the new stadium and now manage the stadium and event center on a daily basis.

## University of Washington- Husky Stadium

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3800 Montlake Boulevard Northeast  
Seattle, WA 98105  
(206) 543-2210

Distance to Key Arena: 3.9 miles

Annually voted the most scenic football structure in the nation, Husky Stadium has proven to be a monstrous opponent for visitors hoping to pin a loss on Washington's gridiron heroes.

Nestled high above Union Bay in Lake Washington, Husky Stadium has several characteristics that make it unique among stadia:

- A seating capacity of 72,500 allows Husky Stadium to rank as the nation's 15th largest on-campus facility. It is the largest stadium, college or professional, in the Pacific Northwest.
- With nearly 70 percent of the seats located between the end zones, Husky Stadium can be one of the loudest stadiums in the nation. During the 1992 Nebraska contest, the first night game in Husky Stadium history, ESPN sideline crews measured the crowd noise at 130 decibels.
- Tailgating takes on a whole new meaning at Husky Stadium. Boat moorings are available for fans to travel to Washington games via the water. Members of the Husky crew team shuttle fans back-and-forth between their vessels and the docks adjoining the stadium grounds. The north upper deck offers sweeping views of Mt. Rainier, the Olympic Mountain Range and downtown Seattle.

### Size:

- Capacity: 72,500

### Tenants:

- University of Washington Huskies (NCAA)



## SafeCo Field

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1250 First Avenue South  
Seattle, WA 98134

Distance to Key Arena: 0.7 miles

Safeco Field (originally rendered SAFECO Field and sometimes referred to as Safeco) is a retractable roof baseball stadium located in Seattle, Washington. The stadium, owned and operated by the Washington-King County Stadium Authority, is the home stadium of the Seattle Mariners of Major League Baseball (MLB) and has a seating capacity of 47,878 for baseball. It is located in Seattle's SoDo neighborhood near the western terminus of Interstate 90.



During the 1990s, the suitability of the Mariners' previous stadium—the Kingdome—as an MLB facility came under doubt, and the team's ownership group threatened to relocate the team. In September 1995, King County voters defeated a ballot measure to secure public funding for a new baseball stadium. Shortly thereafter, the Mariners' first appearance in the MLB postseason and their victory in the 1995 American League Division Series (ALDS) renewed a public desire to keep the team in town. As a result, the Washington State Legislature approved an alternate means of funding for the stadium with public money. The site for the stadium—just south of the Kingdome—was selected in September 1996, and construction began in March 1997. Construction lasted until July 1999, and the stadium hosted its first game on July 15, 1999.

Aside from the Mariners, Safeco Field is also used for amateur baseball events including the Washington Interscholastic Activities Association high school state championships and one Washington Huskies baseball game per season. Major non-baseball events that have been held at Safeco Field include the 2001 college football Seattle Bowl and WWE WrestleMania XIX, which set Safeco Field's attendance record of 54,097 in 2003. It is also used for major corporate, political, and other events, as well as smaller events such as weddings.

Naming rights to the stadium are owned by Seattle-based Safeco Insurance. Safeco reportedly paid US\$40 million to have its name on the stadium for 20 years.

### Size:

- Capacity: 47, 116

### Cost:

- \$517.6 million

### Tenants:

- Seattle Mariners (MLB)

### Construction:

- NBBJ Architects
- 360 Architecture

# Convention Centers

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## Seattle Center

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305 Harrison Street  
Seattle, WA 98109

\*Key Arena is a part of this venue complex

Since its beginning 50 years ago, Seattle Center has served as a cultural and civic gathering place at the core of our region, hosting thousands of extraordinary experiences that enrich millions of lives each year. In 2012, The Next Fifty at Seattle Center celebrates the 50th anniversary of the 1962 World's Fair and the physical legacy it left with six months of inspiring attractions and activities, April 21 – October 21. The 74-acre Seattle Center campus, home to more than 30 cultural, educational, sports and entertainment organizations presenting nearly 5,000 events annually, exists to delight and inspire the human spirit in each person and bring together our rich and varied community. The 12 million visits to Seattle Center each year generate \$1.15 billion in business activity and \$387 million in labor income for King County.

## Washington State Convention Center

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800 Convention Place  
Seattle, WA 98101-2350  
Phone: 206-694-5000

Distance to Key Arena: 2.1 miles

The Washington State Convention Center is located right in the heart of downtown Seattle. The Center features on-site parking, business services and a variety of eateries - all within easy walking distance of the city's best shops, sights, hotels and restaurants.

The convention center averages over 400,000 visitors a year. A \$766 million proposed expansion, to be completed by 2014, will double exhibit space.

### Size:

- Approximately 414,000 total sq. ft. (Convention Center and Conference Center combined)
- 205,700 square feet of exhibit space
- 102,201 square feet of dedicated meeting space
- 4 ballrooms, with the largest at 29,580 square feet
- 56 meeting rooms
- Two exhibit halls contain 70,000 square feet of column-free space
- Accommodates 965 10' x 10' booths.
- Accommodates groups from 20 to 3,500 in a general session
- Two lobbies for registration adjacent to meeting rooms
- Two lobbies for registration adjacent to exhibit halls



# Fairgrounds

## Kitsap County Fairgrounds

1200 N.W. Fairgrounds Rd.  
Bremerton, WA 98311

Distance to Key Arena: 28.3 miles

The Kitsap County Fairgrounds consists of three meeting rooms, Fair facilities, ball fields, soccer fields, and tennis courts. There are many rooms, halls, and arenas to host larger events as well, suitable for parties, dances, sporting events, and craft shows.

### Large Venues:

- Kitsap Sun Pavillion
- President's Hall
- Thunderbird Arena

### Size:

- 129 Acres
- Capacities:
  - Sun Pavillion: 4,300
  - President's Hall: 1,000
  - Thunderbird Arena: 5,500

### Sports Facilities:

- 4 Baseball/Softball Fields
- 3 Soccer Fields

### Miscellaneous Facilities:

- Van Zee
- Barns
- Arenas
- Eagle's Nest
- Training Center
- Kitsap Sun Pavillion Conference Room
- Picnic Shelters
- Kitsap Kids Playground



## Western Washington Fairgrounds

110 9th Avenue SW  
Puyallup, WA 98371-0162  
(253) 845-1771

The Puyallup Fair (officially known as the Western Washington Fair) is the largest single attraction held annually in the state of Washington. The Fair continually ranks in the top ten largest fairs in the world. The Western Washington Fair Association hosts two annual events, the 17-day Puyallup Fair every September, and the four-day Puyallup Spring Fair every April.

Situated south of Seattle and east of Tacoma in the shadow of majestic Mount Rainier, the Fair & Events Center comprises 169+ acres, with buildings and land valued at more than \$54 million. The facilities are available for rent during the year, making the grounds a valuable community resource. A staff of 55 works year-round. Over 1,900+ employees are hired each September during the Puyallup Fair.

### Size:

- 169 Acres

### Annual Events:

- Puyallup Fair (September)
- Puyallup Fair (April)



### **Emerald Queen Casino**

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2024 E. 29th St.  
Tacoma, WA 98404  
253.594.7777

Distance to Key Arena: 33.7 miles

The Emerald Queen Casino is a Native-American casino owned and operated by the Puyallup Tribe of Indians. The casino is one of the largest in the state of Washington. It is located in two cities Tacoma and Fife.

The Tacoma location, also known as the I-5 location, includes the casino, a restaurant and buffet, a nightclub, and an entertainment venue. A majority of the casino is actually located in a large tent structure. The tent structure was originally meant as a temporary housing, but due to financial troubles within the tribe it has been in use far longer than anticipated. The permanent structure of the casino is located in the old Puyallup Bingo Hall. The I-5 location opened originally in 2001, and the tent addition was opened in 2004.

The Fife location includes a casino and a 140 room hotel. The Fife casino was a previous Best Western hotel, purchased by the tribe in 2004 and converted into a mini-casino by opening up the main floor and removing the pool and meeting rooms. It was opened in early 2005 and in Summer 2007 a major expansion of that location begun. Two parking garages, a pool, a spa, new administrative towers, a ballroom, and a larger gaming area were built. The casino's restaurant, formerly named the Pacific Rim, was moved to the south tower and renamed the Tatoosh Grill. The Pacific Rim Buffet is located on the bottom floor of the tower.

**Size:**

- Capacity: 2,500 (entertainment venue)

